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The Role of Tourist Behaviour in The Determination of Tourist Attractions

Emerging tourist destinations in Jeju Island, South Korea through self-wedding photography

Yelim Kim^{1*} and Yong-Hoon Son²

1 Interdisciplinary Program in Landscape Architecture, Seoul National University

2 Graduate School of Environmental Studies, Seoul National University

* Corresponding Author, Email: yelim.kim.00@gmail.com

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Abstract: Recently, self-wedding photographs have become popular among soon-to-be-married couples, affecting tourism and industry in Jeju Island. From the research on three sites, *St. Isidore Farm, Camellia Hill and Saryeoni Forest Trail*, this article argues that photographers and self-wedding photographing tourists' role can be important in attracting new visitors by sharing photos through social networking sites. Using a mixed-methods approach - including analysing Instagram photo postings, on-site interviews with managers of the destinations and self-wedding photographers, and questionnaires with self-wedding photographing tourists - this study examines the process of discovering new sightseeing places by tourists through self-wedding photographs. The paper also identifies the characteristics of the photogenic spots and records the changes in places caused by these tourists. This paper challenges the understanding of existing tourism resources by asserting that self-wedding photographs and places in Jeju can be utilized as one of the tourism resources through discussion of wedding photographs and tourism.

1. INTRODUCTION

Pre-wedding photo shoots became a ritual procedure for the bride and groom since the 1990s in Korea ([Kim, M.-G., 1992](#)). Recently, so-called self-wedding photography became a new fashion for wedding photography in Korea. Self-wedding photographing tourism is becoming a new trend in tourism of Jeju Island since 2013, and it is a factor in viewing natural landscapes and existing tourist attractions from a different perspective. As a result, the number of tourists visiting Jeju Island, where self-wedding photography and sightseeing are possible, is increasing ([Park, J. h., 2016](#)). Apart from the special purpose of wedding photography, self-wedding photographing tourists also participate in general tourism activities similar to ordinary tourists in Jeju Island. Therefore, it may not be possible to provide statistics for these tourists. However, increasing number of self-wedding

photography products, self-wedding photographers and new self-wedding related industries in Jeju Island may prove this trend.

Many scholars acknowledge that photography is inseparable from tourism (Chalfen, 1979; Garrod, 2009; Larsen, 2006; Sontag, 1990). The former studies focused on the impact or roles of tourist photography (Chalfen, 1979; Garrod, 2009; Larsen, 2006; Markwell, 1997; Oh, 2011; Sontag, 1990; Urry & Larsen, 2011). Despite the growing importance in the wedding and tourism field, few have explored and analyzed wedding photography in tourism (Adrian, 2006; Jia, Lück, & Schänzel, 2016).

The results of this study were taken from a mixed-method study of three famous self-wedding photographing spots in Jeju Island, *St. Isidore Farm*, *Camellia Hill*, and *Saryeoni Forest Trail*. These three sites are the most frequently mentioned spots in online news (Byun, 2017; Jun, 2017; Moon, 2016).

The purpose of this study is to explore the relationship between wedding photography and tourism and the process of tourism vitalization through the activity of photo taking in *St. Isidore Farm*, *Camellia Hill* and *Saryeoni Forest Trail*. Moreover, the study analyses the factors of the self-wedding photography tourism trend in Jeju Island, and examine the tourist motivations and how the tourists navigate the sites.

This paper is divided into four parts. First, the introduction describes the trend of the self-wedding photography and the effect of tourism in Jeju. Second, the research methods explain the mixed-method approach used in this article. Third, by exploring the behaviour and motivation of tourists, the study clarifies the link between self-wedding photography and tourism in Jeju Island. Fourth, conclusions demonstrate the role of self-wedding photographing tourists, implications and limitations of this paper.

2. RESEARCH METHODS



Figure 1. Research methods

The study uses a mixed-method approach including analysing online photo postings, questionnaires and deep interviews to investigate the possibility of self-wedding photographing spots as tourism resources for Jeju Island.

This study first analysed the background of self-wedding photography tourism in Jeju Island and revealed the changing paradigms of the wedding industry through literature, online news and magazines.

Secondly, through Instagram, this study looks at the places where the tourists and self-wedding photographers pay most attention. This study analysed Instagram photo postings because the location of the photos and

used hashtags could be recognised to easily retrieve landmark photos. 200 recent posts were selected and used from among 21,029 posts with 'Jeju Island self-wedding' hashtag for analysis (as of December 13, 2016). The researchers manually coded 200 photos and calculated the number and the percentage of the pictures.

Thirdly, the phenomena that had not yet been studied academically through in-depth interviews with the managers of *St. Isidore Farm*, *Camellia Hill*, *Saryeoni Forest Trail* and self-wedding photographers in Jeju Island (see *Figure 1*) were explored. Interviews were carried out with a total of 8 people; there were 3 managers at each destination and 5 self-wedding photographers living in Jeju Island (see *Table 1*). The in-depth interviews took about 60 to 90 minutes per person on site from October 3 through October 6, 2016. Through in-depth interviews with photographers in Jeju Island the current status of tourists, tourist motives, and preferences for self-wedding photography could be determined. Additionally, the managers of each site were interviewed and the changes of each destination due to self-wedding photography tourism were considered. The study directly quoted the interviews with managers of the sites since there is no secondary source to understand the status of each site. Additionally, this paper uses the same method to examine the new tourism trend of self-wedding photography tourism.

Lastly, tourist surveys were conducted to find additional information about the status of self-wedding photography in Jeju Island and the motives of their tourism. The questionnaires were distributed to the tourists who visited Jeju Island for self-wedding photography. Questionnaires were distributed from December 1, 2016, to June 30, 2017, through Naver cafes, blogs, Facebook/Instagram personal accounts, and KakaoTalk messenger and a total of 44 subjects participated in the questionnaires. The authors then eliminated the data from 18 interviewees who were not relevant to the purpose of the study. Among 44 subjects, data of 26 self-wedding tourists were analysed.

Table 1. Interviewees

		Ref. ID
Managers	St. Isidore Farm	M1
	Camellia Hill	M2
	Saryeoni Forest Trail	M3
Self-wedding Photographer	Jeju and You	P1
	MPnote	P2
	Son Sung-Joo Snap	P3
	Soo Yeon and Dae Hyun's Snap	P4
	Wed Island	P5

3. RESULTS AND DISCUSSION

3.1 Emergence of self-wedding photographing tourists and changes of the sites

3.1.1 St. Isidore Farm

St. Isidore Farm is a dairy farm complex and is more famous as a Catholic sacred site than a ranch. The managing body is the Association of Rural Industry Development and operates seven business sites.

Most of the scenic spots, tourists' photogenic places, are with the ranch landscapes. The ranch has a grassland of 5 million square meters, and it is engaged in beef production, dairy business and a racehorse business.

Although it was not a sightseeing spot in the past, the number of tourists who shoot in the foreground of 'A Solitary Tree' (also called as an outcast tree), a ranch landscape and a unique Cteshphone architecture, has increased recently. "self-wedding photographing tourists increased from three years ago" (since 2013), and recently, it has become famous as a self-wedding photogenic spot, and a part of the site is becoming a tourist attraction (M1 interview). Currently, it is difficult to accurately measure the number of tourists because there are no admission fees, but "about 600 tourists are visiting each day including general tourists to Cteshphone, 'U-Yubudan' café, and 'A Solitary Tree'" (M1 interview).

Initially, "professional photographers visited Cteshphone". "Self-wedding photographing tourists and general wedding enterprises visited the spot" after seeing these photographs taken by the photographers (M1 interview). Afterwards, the general public who saw photographs of SNS (Social networking service) postings visited the site.

"The most famous spot for photo shooting at the destination is Cteshphone. A lot of couples, self-wedding photographing tourists and many group tourists such as camera clubs visit during spring and autumn. Additionally, families visit the spot during their holidays" (M1 interview).

Another famous shooting spot is 'A Solitary Tree'. "It was originally a place for shepherds to eat their lunch", but the tourists are not controlled despite it being privately owned land (M1 interview). Many tourists photograph with Leedal Oreum (parasitic volcano) in the background on the left side and on the right side with Saebiyul Oreum scenes. "Tourists wait for their turn to take photos because of an air of melancholy to the scene" (M1 interview).

As the number of tourists increases, there are positive and negative changes. In 2014, amongst the grassland near Cteshphone, they constructed a parking lot for the increasing number of tourists taking photos of Cteshphone architecture with the Association's budget (M1 interview). In June 2016, the 'U-Yubudan' café, which sells beverages made from organic milk to tourists, opened in the parking lot near Cteshphone architecture. The 'U-Yubudan' café (Organic Milk Cafe) is a preliminary social enterprise operated cafe, and the Association of Rural Industry Development invested in the construction (M1 interview). To meet the needs of increasing tourists, the association is "planning facilities for tourists; milk processing facilities, restaurants, etc." (M1 interview).

However, the administrator of this site tried to "restrict access to the grassland of 'A Solitary Tree'" and "tried to limit shooting on the road within St. Isidore Farm". However, tourists recognized the place as public property rather than private property and "filed complaints" (M1 interview).

3.1.2 Camellia Hills

Camellia Hills is the largest camellia arboretum in Asia, which is home to more than 500 different species of about 6000 camellia trees. Camellia Hills has been a privately established tourist attraction since 2012. Recently, the site has been reborn as a self-wedding photography spot at an exclusive tourist attraction (Moon, 2016). As a result, the site is referred to as a self-wedding shooting spot in Internet news or on SNS accounts (Moon, 2016).

The managing body of the site is an "individual business operator". This site has become famous "since 2009 when Innisfree CF was filmed in Camellia Hills and it became known through various CF, movies, dramas and so on" (M2 interview). In order to promote the site, "the design team started SNS promotion from 2012, and made photo zones with garlands installed for tourists" who take photographs (M2 interview).

According to the M2 interview, there were "655,000 visitors in 2015, about 2,000 tourists a day, and the ratio of group tourists to individual tourists is similar". "Approximately 20 to 30 percent of tourists are couples" and "about 5 to 10 teams a day" are self-wedding photographing tourists.

"From 2014 to 2015, photo zones with a love theme were created with installed garlands" in the gardens of Camellia Hills for the couples. In addition, from 2015, the site is "offering rental services of props for the photography for the tourists (couple set, wedding set, family set rental)".

3.1.3 Saryeoni Forest Trail

Saryeoni Forest is located in the Jeju Biosphere Reserve area designated by UNESCO in 2002, and there are 78 categories and 254 species of vegetation. Saryeoni Forest Trail is the forest path, with a gentle and flat road in the middle of the mountainous area of Mt. Halla. "Forest roads for reforestation projects in one of the national forests of Korea Forest Service" was reborn as the Saryeoni Forest Trail by controlling the vehicles and constructing a trail in 2009 (M3 interview). The Forest Recreation Division of the Environmental Conservation Department in the Jeju Special Self-Governing Province is in charge of the general planning and management of the forest path and hosting of the events. Maintenance and management of the forest trail are taken charge of by the Park and Greenery Division of Jeju city hall and Seogwipo city hall according to the location of trail sections. Additionally, the National Institute of Forest Science of the Korea Forest Service is maintaining the course of Red Oreum and operating programs upon online reservation.

One of the famous places of Saryeoni Forest Trail for the tourists, 'Shiny Forest Trail' is surrounded by dense trees, creating a wooden tunnel-like atmosphere. Another famous place is 'Samdasoo Ranch' near 'Shiny Forest Trail'. Samdasoo Ranch has become known because of the Sony CF, and it is called the "Serengeti of Korea" as its' grassland scenery is similar to Africa and is a place many photographers and tourists regard as a photogenic spot (Choi, 2016). The two names are not official names but are used in the news (Park, M.-r., 2017) and social media to refer to specific places around the Saryeoni Forest Trail.

"About 2,000 tourists visit Saryeoni Forest Trail each day. Currently, shuttle buses are commuting from parking lots to the entrance of the trail" because of the increasing number of tourists and to solve parking problems (M3 interview). At first, the trail was for only hikers, but in recent years it became popular among self-wedding photographing tourists. The two places, Shiny Forest Trail and Samdasoo Ranch, became important places among professional photographers and attracted many self-wedding photographing tourists.

However, Samdasoo Ranch, an organic pasture, suffered and was damaged due to garbage problems, such as props for photographs, caused by tourists including self-wedding photographing tourists, and caused the restriction of visitor access from April 2016 (Choi, 2016). On the other hand, the Shiny Forest Trail is still visited by many tourists for self-wedding

photography and is used as a shooting spot for soon-to-be-married couples, friends, and families.

3.2 Photogenic places of self-wedding photographing tourists in Jeju Island

“The image of the place affects the frequency of photography ([Robinson & Picard, 2009](#)).” Furthermore, the frequency of tourists’ photographs shows tourists’ preference of certain places ([Kim, Y. & Son, 2017](#)). Through Instagram photos, photogenic places of self-wedding photographing tourists in Jeju Island were examined, identifying where tourists and photographers preferred (see *Table 2*). 54 photographs each of beach and forest was the highest (26.9%, see *Figures 2* and *3*). The next was photos with farms (9%), plant related posts (camellias 9.5%) and fields (8.5%) that could reflect the season.

Table 2. Photo postings on Instagram

Photo Spots	Beach	Forest	Farm	Camellia	Fields	Grassland	Oreum	Road	Villages	Cafe	Others
Photos	54	54	19	18	17	14	10	7	2	2	4
Ratio (%)	26.9	26.9	9.5	9.0	8.5	7.0	5.0	3.5	1.0	1.0	2.0



Figure 2. Beach



Figure 3. Forest

3.3 Behaviours of tourists

In a survey, 20 women (77%) and 6 men (23%) responded to the questionnaires (see *Table 3*, Q1). Of the respondents, 42% were in their early 30s, 31% in their late 20s, and 15% were in their mid-30s (see *Table 3*, Q2). Residents of Seoul represented 65%, Gyeonggi 15%, Busan 8%, Chungcheong, and Gyeongsang and Dae-gu were 4% each.

The most frequent shooting schedules were 38% of 2 nights and 3 days, 3 nights and 4 days 35%, 1 night and 2 days 23% and one-day visits were 4% (see *Table 3*, Q4). This survey result shows that 96% of respondents visit Jeju Island with a schedule of more than 1 night and 2 days.

For the method of photography, 65% of the tourists took selfies using tripod or selfie sticks for their self-wedding photos (see *Table 3*, Q6), while 27% hired professional self-wedding photographers in Jeju Island, 8% took their pre-wedding photos by themselves or were taken by photographers. There are apparently two main categories of self-wedding photographing tourists. One category is the couples taking pictures with a tripod or asking acquaintances to take their photos during their trip to Jeju Island. The other

category is the couples who commissioned professional self-wedding photographers.

One common characteristic of these two is that they prepare the settings for outdoor photography by themselves, which is not included in the wedding packages provided by ordinary wedding businesses. In other words, they purchase items needed for shooting, such as dresses and props, or rent them from companies that affiliate with photographers.

Another common aspect of the two is that they photograph while moving from location to location. They move locations to photograph with different concepts and backdrops.

A difference is that the tourists who photograph by themselves do not have any time constraints, so shooting and sightseeing is often performed at the same time. On the other hand, tourists who have commissioned professional self-wedding photographers should take the photographs within the booked time, usually only one or two days of photographing, and the tourists go sightseeing before and afterwards.

Photogenic places in Jeju Island were explored through the tourists' questionnaires (see *Table 3*, Q7). The most frequent photo spot was a beach (21%) among 68 answers including multiple answers. Saryeoni Forest Trail 16%, Camellia Hills 13% and St. Isidore Farm 13% followed. Moreover, villages were 13%, Oreum 12%, Shiny Forest Trail was 10%, the famous photo spot in Saryeoni Forest Trail, and U-do Island was 1%.

Among these tourists, 56% said they learned about self-wedding photography through SNS accounts of strangers among a total number of 32 multiple answers, internet news or TV was 22%, and self-wedding photos by photographers 16% (see *Table 3*, Q9). This can be interpreted as most of the respondents knowing about self-wedding photography through SNS or the media. Specifically, the most frequently mentioned websites for self-wedding photography were blogs or cafes (38%) and Instagram (35%) among a total of 34 answers including multiple answers (see *Table 3*, Q10). These results showed that 63% (20 answers among total of 32: SNS accounts of strangers 18, and SNS accounts of celebrities 2) of respondents got self-wedding photography information through SNS (see *Table 3*, Q9). Moreover, personal SNS accounts affect the tourist's motivation and behaviour of self-wedding photographing tourism (85% of responses, 29 answers among a total of 34: blogs or cafes 13, Instagram 12, and photographers' blogs or cafes 4).

The result of tourist motivation for self-wedding photographing tourists in Jeju Island are shown in *Table 3*. 33% among a total of 52 multiple answers visited Jeju for their photos because of the various scenery (see *Table 3*, Q8). The second most chosen answers were 21% for capturing the scenery of Jeju Island in their photos and 19% sightseeing before and after the shooting, for the possibility of taking photos that are different from others was 15% and for exotic scenery 10%. These results would seem to demonstrate the internal factors are more important for these tourists.

3.4 Link between self-wedding photography and tourism in Jeju Island

3.4.1 Tourist motivations

The reasons for visiting Jeju Island for their precious pre-wedding photographs can be summarized by an external factor and an internal factor.

The external factor can be explained as cost saving. The transportation cost to Jeju Island became cheaper because of the launch of low-cost airlines from 2005. Consequently, it became easier for tourists to visit Jeju Island (P2 interview). In particular, self-wedding photographing tourists prefer to take their pre-wedding photos on Jeju Island, rather than in other regions in Korea because, compared to taking photographs abroad or even in other regions in Korea, the “transportation fee is even cheaper” if they book round trip airplane tickets on weekdays (P3 interview).

Table 3. Behaviours of tourists

Questions		Number of answers	Ratio
Q1	Gender		
	Women	20	77%
	Men	6	23%
	Total	26	100%
Q2	Age		
	Mid 20s	1	4%
	Late 20s	8	31%
	Early 30s	11	42%
	Mid 30s	4	15%
	Late 30s	1	4%
	Early 40s	1	4%
	Total	26	100%
Q3	Region		
	Seoul	17	65%
	Gyeonggi	4	15%
	Busan	2	8%
	Chungcheong	1	4%
	Kyungsang	1	4%
	Dae-gu	1	4%
	Total	26	100%
Q4	Tour schedule		
	1 day visit	1	4%
	1 night & 2 days	6	23%
	2 night & 3 days	10	38%
	3 night & 4 days	9	35%
	Total	26	100%
Q5	Number of visits to Jeju Island before photoshoot		
	None	2	8%
	1 time	1	4%
	2 times	4	15%
	3 times	4	15%
	4 times	3	12%
	More than 4 times	12	46%
	Total	26	100%
Q6	Method of photography		
	Self-photo shoot using tripod or selfie stick	17	65%
	By professional self-wedding photographers	7	27%
	Mixed	2	8%
	Total	26	100%
Q7*	Photo taking spots on Jeju Island		
	Beach	14	21%
	Saryeoni Forest Trail	11	16%
	St. Isidore Farm	9	13%
	Camellia Hills	9	13%
	Villages	9	13%
	Oreum (parasitic volcano)	8	12%
	Shiny Forest Trail	7	10%
	U-do Island	1	1%
	Total	68	100%
Q8*	Why did you go to Jeju Island for photography?		

	I can shoot in various scenery backgrounds	17	33%
	I can enjoy sightseeing before and after shooting	11	21%
	Scenery of Jeju Island only	10	19%
	I can take photos different from others	8	15%
	Exotic scenery	5	10%
	Other	1	2%
	Total	52	100%
Q9*	How did you learn about self-wedding photography?		
	SNS accounts of strangers	18	56%
	Internet news or TV	7	22%
	Self-wedding photos by photographers	5	16%
	SNS account of celebrities	2	6%
	Total	32	100%
Q10*	Referenced websites for self-wedding photography		
	Instagram	12	35%
	Blogs or cafes	13	38%
	Photographers' blogs or cafes	4	12%
	Search engines (Google, Naver)	3	9%
	Other	2	6%
	Total	34	100%

* Multiple answers

In addition, the cost of self-wedding photography, even after paying for commissioned professional self-wedding photographers, is “about two times cheaper than wedding packages”, depending on the enterprises (P5 interview).

“Now it's easier to get to Jeju Island from Seoul. It seems that self-wedding has increased in Jeju Island because of that...” (P2 interview)

“In my opinion, these tourists have increased because airplane price got cheaper...Jeju Island has way more self-wedding tourists than other regions because air tickets for weekdays are cheaper, and it only takes an hour.” (P3 interview)

However, internal factors may be more essential factors than external factors. [Robinson and Picard \(2009\)](#) argue, the more exotic or more specific the place and the experience, the more powerful the photographs become. Self-wedding photographing tourists preferred a place with an exotic landscape, which is far different from the landscape of their everyday life. The interviews with photographers seem to show that these tourists want to “take photos different from studio photographs”, which “look more natural” (P1, P2, P4 and P5 interviews). Additionally, they want to capture the moment in “various types of scenery or exotic scenery” (P3 interview).

“Different with other people. Studio photos are too stiff - same backdrops. The customers think the outdoor photographing is more natural...” (P1 interview)

“The mountains and the sea are about 30 minutes away, so the background is more diverse...various types of exotic scenery compared to the mainland.” (P3 interview)

“Everybody shoots in studios so they are sick and tired of it, and they want more natural photographs...” (P4 interview)

These photographs will be more powerful and outstanding when the couples put their photos on the photo table on their wedding day, or when framed pre-wedding photos decorate one side of their living room wall after the marriage. Moreover, these tourists post their pre-wedding photographs on social media and share with the public.

These activities of self-wedding photographing tourists may demonstrate the social role of the photography that enables self-expression and self-projection, as [Robinson and Picard \(2009\)](#) insist with vacation photographs.

3.4.2 Characteristics of photogenic places

The majority of self-wedding photographing tourists have a tendency to “take pictures in various sceneries, such as the beach, forest, Oreum (parasitic volcano), grassland, villages, and so on,” that have a diverse landscape feature “rather than taking pictures in just one place” (P3 interview).

Among photogenic places, the beach and the forest were the most favoured places for photographs (P1, P4 and P5 interviews). Specifically, Saryeoni Forest, including Samdasoo Ranch and Shiny Forest, and Gimnyeong beach were preferred photo spots (P1, P2, P3, P4 and P5 interviews). There are over 360 Oreum spots in Jeju Island, and the tourists shoot their photos with Oreum in the backdrop, or on the peak of Oreum. Other photogenic places referred to include Ctesiphon of Isidore Farm which is considered an exotic landscape, and Camellia Hills (P3 and P5 interviews).

“Forest and beach...For east course Gimnyeong Beach, for west course Hyeopjae Beach...Forest is a must go place. Saryeoni Forest or Jeolmul Forest.” (P4 interview)

“Shiny Forest, Saryeoni Forest Trail, beach...Shiny Forest, because they can take beautiful photographs. Also, Camellia Hills. They usually seek for the places they saw on SNS.” (P5 interview)

The characteristics of the most favoured photogenic places can be summarized in three ways. Firstly, they mainly visited shooting spots that have free admission. The reason for this is that, “in the case of a location with admission fee, the customer (tourist) has to pay the extra admission fee of the photographer, so there is an additional burden” for the tourist (P1 interview).

Secondly, these tourists and photographers prefer places with few people. For their photographs, they “consider countless conditions”; In addition to the composition of the photographs and the expression of the subjects, etc. (P1 interview). In these places with few passers-by they can focus on their photographs.

Finally, they have a short photographing schedule; during a day or two, they shoot at various locations, and some shooting locations were not even named. In other words, “If you have a good place to go while you are driving, and you are taking a car for a while”, there is often no name of the place to explain the exact location (P1 and P3 interviews).

These results presumably represent that to these tourists, a key motivator of choosing places to shoot is a suitability of activities for ‘accumulating photographs’. In addition, the landscape of places, or ‘landscape as stage’, is important to these tourists because the landscape is used as a backdrop to their self-wedding photographs.

3.4.3 Link between self-wedding photography and tourism in Jeju Island

Among the total number of tourists in Jeju Island, “self-wedding photographing tourists are not as many” as other ordinary tourists (M2, M3 and P1 interviews). Self-wedding photographers have links with other enterprises, such as hair salons, dress rental businesses, flower shops, etc., but “there is no compulsion to use these companies because it’s not a package product” (P4 interview). Therefore, we might say that self-wedding photography in Jeju Island is not directly contributing to the wedding industry or local industry in the form of new tourism.

However, in the same context as [Garrod \(2009\)](#), self-wedding photographs promote and attract new tourists in Jeju Island “through various media such as Instagram, blogs”, and Google images (P5 interview). It can also serve as an element that creates an image of place for potential tourists and motivates visitation.

Another possibility is that photographers are encouraged to migrate to Jeju Island because of physical distance, and it is possible to link with other industries. Some of the photographers have moved to reside in Jeju Island from other areas, and another, who was a Jeju resident, came back to Jeju Island after working in another region (P1, P3 and P4 interviews). There were also people who moved to reside deep in rural areas where young people do not live much (P1 and P3 interviews). Their characteristic is that during their free time outside office hours they are like other general tourists and they can be seen as other types of tourists.

In addition, a photographer's Instagram following list shows that besides cafes, restaurants, and guesthouses in Jeju Island, they are connected with diverse industries such as other self-wedding photographers, wedding makeup and hair salons, and dress rental companies. In a variety of ways, self-wedding photography in Jeju Island can assume that there are unlimited possibilities of connection with tourism.

3.5 Discussion

Travel and photography can be interpreted as an inseparable relationship ([Larsen, 2006](#); [Sontag, 1990](#); [Urry & Larsen, 2011](#)) and travel has become a strategy for photographic accumulation ([Sontag, 1990](#)).

In the pre-travel stage, the photographic images of places help to form travel expectations ([Markwell, 1997](#)). Tourists visit tourist attractions to consume the images of places that have already been created ([Oh, 2011](#)) through various media in their daily lives. ‘Imaginative’ travel through the media often creates a desire for movement and to go to such places ([Urry, 2007](#)). In this context, photographs play an important role in building tourist motivation and promoting tourist attractions through a variety of media ([Garrod, 2009](#)). In the same perspective, [Kwon \(1998\)](#) stated that the honeymoon photos taken by Jeju Island honeymooners in the 1990s were not only reminiscent of the newlyweds but also acted as pamphlets promoting Jeju Island.

Self-wedding photographing tourists and photographers are performing a role in creating the images of places by finding the hidden spots of Jeju Island. In other words, these photographs can shed new light on previously unknown places through SNS postings on social-networking sites. Furthermore, self-wedding photographers and tourists also promote photo spots by sharing photos and have a significant impact on tourist motivation. Also, each can be seen as a medium to spread self-wedding photographs and location information of Jeju Island in their community.

Meanwhile, [Shaw and Williams \(1994\)](#) asserted that tourism products are experience goods, rather than material goods, so there is little material compensation for investment, and many people spend relatively large amounts of money and make detailed travel plans. From this perspective, the self-wedding photographing tourists relatively look for areas which fall outside the realm of conventional products, and spend more time and money on their trip.

These characteristics of the self-wedding photographing tourists make these tourists classified as ‘special interest tourists (SIT)’ because they set

the travel destination with a special purpose and interest. [Read \(1980\)](#) defines SIT as “travel for people who are going somewhere because they have a particular interest that can be pursued in a particular region or at a particular destination”. While the SIT definition of [\(Douglas & Derrett, 2001\)](#) is, “the provision of customised leisure and recreational experiences driven by the specific expressed interests of individuals and groups”. These definitions of SIT possibly represent the tourism of self-wedding photography.

These features of self-wedding photography and their potential as tourism resources will require Destination Management Organization (DMO) to understand the interface of wedding photography and tourism. The establishment of DMO is recommended to avoid conflicts caused by an additional influx of tourists, to share profits with the community, and to coexist with the community. Specifically, there are conflicts at St. Isidore Ranch due to the visitors who recognize this private area as public land. In addition, photographers and wedding enterprises often visit the site for commercial purposes, but there are issues that they do not benefit the community. In this case, the proprietor and DMO could take an admission fee from the photographers and grant official permission. Later, the association could gradually attain a fee from the ordinary visitors for the operation and management of the place. And DMO could plan to run a tourism business to take direct profit from it. In other words, there is a way to provide convenience facilities or construct sales facilities for visitors to gain direct profits.

4. CONCLUSIONS

The tourism effect of self-wedding photographing is expanding on Jeju Island. In this context, this study explored the emergence of self-wedding photographing tourism, a new tourism trend in Jeju Island.

Self-wedding tourists visit Jeju Island since they can take photographs of various natural landscapes with one visit. The majority of the tourists tend to take their wedding photographs at the beaches, forests and other natural landscapes in Jeju. They prefer places with free admission rather than paid tourist attractions, and quiet and atmospheric places rather than fancy and crowded spaces.

The study results indicate that self-wedding photographing destinations on Jeju Island have been discovered by both photographers and self-wedding photographing tourists. They play a role in shaping the destination images for prospective tourists. The images of the places set travel expectations and create tourist motivations. Besides this, more than half of the self-wedding tourists surveyed tend to gather information about self-wedding photography through SNS postings before they visit Jeju Island. Photographers and self-wedding photographing tourists act as promoters of tourist destinations through sharing photos on SNS, whether or not they intend to be.

This paper explored the process of tourism vitalization through activities of photo-taking in wedding-based tourism at St. Isidore Farm, Camellia Hill and Saryeoni Forest Trail. This paper gave implications from considering the possibilities as a tourism resource for self-wedding photography and for understanding the interface between wedding photography and tourism.

The primary limitation of this research was the sample size. Clearly, eight subjects for the interviews and 26 subjects for tourist surveys are not enough to make generalizations about self-wedding photography tourism on Jeju

Island. However, from the results of those limited number of subjects, this study explored self-wedding photography tourism as one of the SIT (Special Interest Tourism) types and tried to describe the wave of this phenomenon from the viewpoint of tourism.

We believe this study is the first empirical study about self-wedding photography in the landscape architecture and tourism field. Furthermore, the study provided opportunities to consider self-wedding photography and the places as one of the tourism resources, within the environment of academic discussion.

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